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Mid-Atlantic DEC "Meet the DEC" Event

World Trade Month has arrived! See clickable calendar

Florida DEC Spotlight DEC

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SoCA DEC Virtual Meeting with Colombia

DEC MISSION:

The District Export Councils contribute leadership and international trade expertise to complement the U.S. Commercial Service's export promotion efforts through counseling businesses on the exporting process and conducting trade education and community outreach.

A Message from the Acting Director General

Dear District Export Council Member,

As we celebrate World Trade Month, I would like to take a moment to thank you for your continued support in spreading export awareness locally. You are a robust community of nearly 1,400 trade professionals based in 59 key locations. The Commercial Service (CS) is grateful for your volunteer efforts.

Our partnership was solidified a few short weeks ago, when an official Memorandum of Agreement (MOA) was signed between the National DEC and the International Trade Administration. Under the MOA, CS and the National DEC will work together to support the local DEC's, and to assist with communication efforts, meetings, conferences and forums, including the upcoming DEC leadership forum in Washington, D.C. in October. You can read more about this in this newsletter from National DEC Chair Dan Ogden.

During my travels this spring, I attended the ACCESS 2012 Conference in Arizona. ACCESS 2012 was held at the Thunderbird School of Global Management in Glendale, with 225 attendees. I was honored to deliver a keynote address, and saw yet another example of DEC members pitching in with CS to help organize and deliver an outstanding trade event. I was especially impressed with the contributions of Arizona DEC Chair Karen Dickenson and Treasurer Fernando Almeida, as well as DEC members Kevin O'Shea and Bryan Neff.

As you are no doubt aware, the U.S.-Korea Trade Agreement entered into force on March 15. The Colombia agreement is scheduled to take effect May 15. The United States and Panama have announced a tentative implementation date of October 1, 2012. These agreements will help achieve the President's goal of doubling U.S. exports by the end of 2014 by opening Korea, Colombia, and Panama's markets to products made in America; I strongly encourage all of you to spread the word about these agreements' benefits for U.S. exporters.

In the last newsletter, I told you about SelectUSA, the first federal-wide effort to facilitate business investment as an engine for job growth and economic development in the United States. To help signal that the U.S. Government is here to help companies making investments in the United States, the Administration is hosting the first annual SelectUSA Investment Summit this September 12-13 in Washington, DC. The Summit will bring companies from around the world to meet with state and local officials who can tell our story – how the U.S. is the best place to invest, to hire, and to help build the future of their businesses. Not only will the Summit engage public and private stakeholders, but it will also offer a one-of-a-kind forum for networking and address key questions and issues that companies face when they choose where to invest globally. To find out more about SelectUSA and its services, visit SelectUSA.gov.

Thank you again for your volunteer efforts in growing American exports. I look forward to meeting more of you over the next few months, especially when you gather here in the fall for the DEC leadership forum.

Respectfully,

Chuck Ford, Acting Director General, CS

MAY 2012 EVENTS

WORLD TRADE MONTH

May 22, 2012 – Illinois DEC – Making the KORUS FTA Work for Your Business

May 23, 2012 – Arkansas DEC – Arkansas Governor's Award for Excellence in Global Trade

May 24, 2012 – Alabama DEC – World Trade Day Celebration in Birmingham

JUNE 2012 EVENTS

June 1, 2012 – National Chamber of Commerce – Deadline to Complete Export Policy Survey

June 6, 2012 – Southern California DEC – Webinar on Exports to Indonesia

June 7, 2012 – Arkansas DEC – Luncheon Meeting

June 7, 2012 – North Carolina DEC – Export University 101 Session

REGISTRATION OPEN NOW!

UPSTATE NY TRADE CONFERENCE

JUNE 20-21, 2012

This two day is the premiere trade conference in Upstate NY. Day one will have tracks in areas of finance, logistics and strategy to select from. Day two is entirely focused on Compliance (EAR/ITAR). Do you know what your requirements are as a Compliance Official, having difficulty keeping up with regulations, or just don't know where to start? There will be a roundtable and networking evening session for attendees to meet all speakers and talk candidly with others on current issues. The expo provides local resources needed for success in international trade. Whether your company is new to trade or a multinational, train a new employee or refresh your skills, there is valuable information for everyone.

Click the Globe to the right for registration and more information.

For questions or sponsorship opportunities, contact Laurie Deroller at
Laurie@IBCRochester.com or 585-530-6220





Spotlight: **Florida DEC**

Under the leadership of Executive Secretary Eduardo Torres and DEC Chair Ralph MacNamara, the Florida DEC has truly become an irreplaceable member of the exporting community. Through strong partnerships, innovative educational programs, and various methods of outreach and mentoring, the Florida DEC has helped exporters throughout the state expand and improve their businesses.

Amongst the Florida DEC's greatest achievements is the invention and implementation of Export University. Since its inception, the program has been trademarked and is now affiliated with the National DEC. Export University sessions have taken place in 18 states, and the Florida DEC has even presented 101 sessions in Spanish.

According to Florida DEC Chair, Ralph MacNamara, Export University has really given the DEC an identity and a purpose. In Florida alone, the Export University sessions have educated more than 3500 individuals and companies since 2006. Export University has also allowed the Florida DEC to increase the money in its bank account. As a result, the DEC is able to reinvest in other ventures to sponsor and assist exporters in the international business community.

The Florida DEC can partially attribute its successes to the strong local, state and municipal partnerships that it has formed. Important partnerships with organizations like Enterprise Florida and the Florida Chamber of Commerce have allowed the DEC to exert influence and help exporters across the state succeed. The Florida DEC places high importance on truly cooperating with partners by accepting both lead and support roles, and taking initiative to ensure that efforts are applied, not duplicated. Another best practice of the Florida DEC is its ability to recruit members who come from a wide variety of backgrounds in the export community.

In a key example of the synergy among the Florida DEC, the Department of Commerce and Florida trade partners, the DEC hosted Secretary Bryson in March 2012 at a breakfast at the Port of Miami. During the event, new members who were recently appointed received their certificates and recognition. On the heels of this, the DEC in mid-April helped to host over 250 attendees at the Western Hemisphere Senior Commercial Officer Conference.

Southern California DEC conducts virtual meeting with Colombians

Irvine, CA May 15 -- the Southern California DEC supported the Colombian Embassy's celebration event for the FTA that was ratified, with a virtual meeting that included the Colombian Ambassador to the United States and the Minister of Commerce, Industry and Tourism. Topics included implementation of the U.S.-Colombia FTA, and multiple opportunities that are possible after this bilateral agreement goes into effect. Southern CA DEC Chair Guy Fox joined executives from the Colombian Trade Development office in Los Angeles, speaking to the sold-out audience following the online virtual presentations by Colombian officials from Washington, D.C. and Bogotá, Colombia.

We Want Your Feedback!

The national bimonthly DEC Newsletter strives to provide connectivity, improve communication, and harbor stronger relationships between DEC members and the U.S. Commercial Service.

What would you like to see in the DEC Newsletter?

Who would you like to hear from in the DEC Newsletter?

We want the DEC Newsletter to be valuable for each and every DEC member. Your feedback is important.

Please send feedback, comments, and suggestions to

DECNewsletter@trade.gov



Above and Below: Aguadilla Airport in Puerto Rico- A location currently being converted to a Free Trade Zone by the Puerto Rico/Virgin Islands DEC



Puerto Rico/Virgin Islands DEC Works to Create Free Trade Zone

The Puerto Rico/Virgin Islands DEC is currently working with an impactful project which aims to create a Free Trade Zone for the Aguadilla Airport. With the help and coordination of multiple parties, the Puerto Rico/Virgin Islands DEC has obtained the endorsement of both the Chamber of Commerce in San Juan and the Puerto Rico Manufacturers Association. Currently, the DEC is working with major universities to establish working agreements. Overall, the free trade zone is one step closer to the creation of a true export mentality in Puerto Rico.

The DEC has been involved in the project since 2010 in order to help increase exports to the Caribbean and Central America. Obtaining a free trade zone designation would provide Aguadilla International Airport the opportunity to act as a platform to penetrate Caribbean and Central American markets, using the airport as grounds for qualifying for a variety of free trade and preference programs. The Puerto Rico/Virgin Islands DEC can be supported in this effort through assistance in promotion of the benefits of this new free trade airport across the country.

Former Advisory Office Director Tapped to Lead NEI/TPCC for DOC

Michael Masserman was recently appointed Executive Director for Export Policy, Promotion, and Strategy at the U.S. Department of Commerce. In his new role, Michael heads up Commerce's work on the President's National Export Initiative (NEI). He also oversees the Trade Promotion Coordinating Committee. Taking a "whole of government" approach to the NEI, Michael coordinates closely with private-sector companies, trade associations, chambers of commerce, and trade-related institutions on global trade/export policies. Prior to taking on this new position, Michael served as the Director of the Office of Advisory Committees within the Department of Commerce, where he managed over 20 committees -- including the President's Export Council -- that advise the President, Secretary of Commerce and the U.S. Trade Representative on the formulation and implementation of trade policies. Many of you have already met Michael at DEC events he's attended, and we look forward to including him in more this year. Michael can be reached at Michael.masserman@trade.gov.

DEC IN THE NEWS

Click the links to read more

[Arkansas DEC](#)
[ArkansasBusiness.com](#)
[April 4, 2012](#)

[Florida DEC](#)
[The Bradenton Times](#)
[March 21, 2012](#)

[New York DEC](#)
[Rochester Business Journal](#)
[March 20, 2012](#)

[Kentucky DEC](#)
[WBKO](#)
[March 15, 2012](#)

Updates from the National DEC

As mentioned in the last newsletter, the National DEC Steering Committee held a strategic planning meeting in Washington, D.C. on March 30th. Several things were accomplished during this meeting. Lacking the space (or your likely patience) to go in greater detail, several of these accomplishments are listed below:

- ✓ Ratification of an Agreement between the National DEC and the International Trade Administration formalizing an export promotion partnership between the NDEC and the ITA that will “jointly support the efforts of 59 local DEC’s to promote U.S. exports in support of millions of American jobs.” Please see [HERE](#) for more information. A signing ceremony was held during which Michelle O’Neill, Deputy Under Secretary of Commerce for International Trade, and the undersigned signed the agreement on behalf of the ITA and the NDEC. This Agreement is a significant accomplishment and is strategically important as it solidifies the relationship between the National DEC Steering Committee and the Department of Commerce and forms the foundation of future cooperation and interaction between the two organizations.
- ✓ Initiated development of strategic partnerships with several national trade-related organizations, namely the Business Roundtable, the National Association of Manufacturers, the National Foreign Trade Council, and the U.S. Chamber of Commerce. The development of these partnerships will assist the National DEC (as the representative of the DEC’s collectively speaking) in becoming a major national player on trade issues as well as becoming the “Spokesman for American Exporters”. Also being explored is how individual DEC’s can benefit from these partnerships.
- ✓ Began detailed planning for the 2012 DEC Forum to be held in Washington, D.C. in mid-October. This Forum will be for all DEC members and will focus on DEC Best Practices as well as interactive panel discussions on legislative, administrative, and trade policy issues. More information will be forthcoming in a national webinar.
- ✓ Initiated a plan to eventually hold monthly National DEC webinars on best practices, outreach, trade education, legislative and trade policy topics. These webinars will be open to all DEC members and will help to communicate to local DEC’s the activities of the National DEC.
- ✓ Engaged in extensive Congressional outreach on such issues as Export-Import Bank reauthorization and U.S. Foreign and Commercial Service funding. A major goal of this outreach was to raise the profiles of the National DEC and DEC’s in general on Capitol Hill. Offices visited included Majority Leader Cantor, Speaker Boehner, and Senate and House Commerce, Science and Transportation Sub-Committee Ranking Members Senator Hutchinson and Representative Fattah.

In sum, the two broad objectives that the National DEC is pursuing that were mentioned in last month’s newsletter -- building unity and sharing information among the DEC’s and developing the DEC’s as a major national player in trade issues -- were both advanced as a result of this meeting. These accomplishments will form the foundation of many of the ongoing activities of the National DEC. It will be my pleasure to keep you informed of these activities in future newsletters.

Daniel Ogden

Chair, National DEC

Check out the
partnership

that was solidified during the
National DEC’s visit to
Washington, DC

Check out the International Trade
Administration’s blog

Tradeology

<http://blog.trade.gov/>

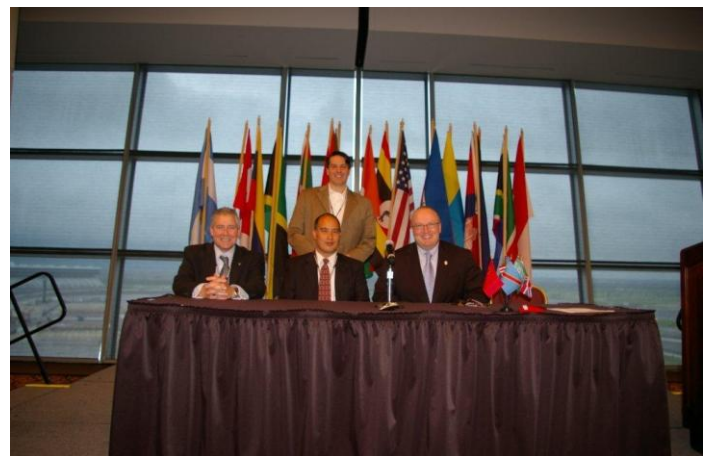
Texas DEC's Prove That Everything Is Bigger in Texas with Export Compliance Seminar and Statewide Meeting

With an export compliance seminar executed by the North Texas DEC followed by a statewide DEC meeting on March 8-9, 2012, the Texas DEC's held true that "everything really is bigger in Texas." The two day extravaganza began with a seminar executed by North Texas DEC which demonstrated the consequences of export failure and included speakers from BIS, ICE Homeland Security and the FBI. Over 120 people attended the program, which focused on various aspects of export enforcement, and included a BBQ dinner and Texas Motor Speedway Track Rides (pictured below). The event was held in a beautiful building overlooking the Texas Motor Speedway track and was appropriately decorated with flags from over 40 countries. The DEC met personally with many exhibitors before the event, and placed the exhibitor table directly in the middle of the action of the seminar, which brought forth tremendous complimentary feedback and many new relationships between exhibitors and clients.



A best practice in both the seminar and statewide meeting lies in the creation of an environment conducive to a fully inclusive experience for attendees and exhibitors to meet, interact and ultimately form lasting relationships. The statewide meeting brought together leadership from across the state and provided the opportunity to share best practices, develop relationships, plan and share advice about various programs and foster new beginnings from collaborative ideas. The statewide meeting included nearly 100 participants from the North Texas, West Texas, Camino Real, and Houston DEC's, as well as discussions led by Dan Ogden, Chair of the National DEC. See photos above and below of the event.

Moving forward from these successful back-to-back events, the Texas DEC's hope to hold another statewide meeting in the coming months and continue to develop relationships and new initiatives throughout the state. Jim Dawson, Chair of the North Texas DEC, mentions a proactive versus reactive approach to help foster export industry from the beginning, including more collaboration between DEC's and ensuring that DEC's are *not* a best kept secret in communities.



Want to see your DEC in the newsletter?

Email Feature Articles, Events, Important Dates, Comments and Suggestions to

DECNewsletter@trade.gov

Submissions for the July/August issue due by June 22nd

New York DEC Gears Up for World Trade Week Celebration

Developed nearly 10 years ago, the New York DEC (NYDEC) will continue its collaborative celebration of World Trade Week (WTW), now nearly a month long event spanning throughout May and including efforts from various members including Baruch College, the Manhattan Chamber of Commerce, the US Council for International Business, Port Authority of New York and New Jersey, and the New York USEACs.

WTW 2012 in NYC officially commenced on May 14th with a kick-off breakfast at the Weissman Center for International Business at Baruch College with an expected crowd of 250 attendees. Speakers included keynote speaker Robert K. Steel, Deputy Mayor for Economic Development for the City of New York (former Under Secretary of the Treasury), Mitchel Wallerstein, President of Baruch College, Chuck Ludmer of J.H. Cohn, LLP (presenting sponsor) and Richard Larrabee, Director of the Port Authority.

Finally, to celebrate small business and export successes at the breakfast, the NYDEC and partners presented four awards: the International Trade Award, the Global Trade Award, the Small Business Global Trade Award and the Global Green Award. Following the breakfast, the NYDEC and USEACs held a resource forum for new-to-export companies.

For more information on New York Trade Week Festivities visit www.worldtradeweeknyc.org or www.newyorkdec.org.

DEC Member: Wayne Cooper North Carolina, Chair

From his love of international foods to his favorite book, *The World is Flat*, Wayne Cooper truly understands the international community. Cooper has been involved in international trade throughout most of his adult life, and has always enjoyed being a mentor to new exporters. He has served on the North Carolina DEC since 1987, becoming Chair in 2006.

During his time as Chair, the NC DEC won DEC of the Year in 2010 and has organized successful trade missions to Canada (2010) and Colombia (2011). Cooper's favorite aspect of being DEC chair is the collaborations with the Department of Commerce, fellow DEC members and companies looking for export markets. He supports the sharing of information between DEC members to determine best practices in programs and fundraising.



Cooper was co-founder of TelecommUSA, which was sold in 2005. He owns three farms and is currently in the process of raising goats for ethnic markets. He also works with foreign born children to help them obtain college educations.

Executive Secretary: Amy Benson Idaho

As Executive Secretary of the Idaho DEC and Director of Idaho's only USEAC in Boise, Amy Benson is a single support system for the Idaho export community. Benson has served as Idaho's Executive Secretary for the past eight years, and enjoys the support and interaction with her DEC members.

Before serving as the Director of the Boise USEAC, Benson served as a Commercial Officer in Taiwan, amongst other roles in the Department of Commerce including Director of the Customer Relationship Management Unit and Deputy Director of East Asia and Pacific. Benson also has experience in the private sector with Nortel Networks.

The ability to create, promote and regularize events has made the IDEC especially successful under Benson's leaderships. The IDEC is well known for its World Trade Day event that attracts over 250 participants with nationally known speakers. The annual event last two days, and includes a golf tournament that attracts nearly 100 golfers.



Benson is happily married with two little boys and a golden retriever.

**Senate Hearing:
Export-Import Bank
Reauthorization:
Saving American Jobs and
Supporting American
Exporters**

Senate Committee on Banking,
Housing, and Urban Affairs

Tuesday, April 17, 2012

Testimony by: Bobby Patton

Maryland/DC DEC Member

President and CEO, Patton Electronics
Co.

*On behalf of the National Chamber of
Commerce*

[View the Testimony](#)

Testimony by: David Ickert

North Texas DEC Member

Vice President of Finance, Air Tractor,
Inc.

*On behalf of the National Association of
Manufacturers (NAM)*

[View the Testimony](#)

Export Policy News

**A note from the
National Chamber of Commerce**

The President's Export Council, Subcommittee on Export Administration (PECSEA) is a federal advisory committee that provides advice to the US Department of Commerce and Administration on issues related to export controls. The PECSEA Benchmarking Subcommittee developed a survey on the impact of export controls and priorities for export reform. It is a voluntary survey, but provides an important opportunity for companies to make their voices heard on the important issue of export controls and reform. The survey is designed to take only 15 minutes to complete.

The data generated by the survey responses will be utilized by the PECSEA to provide recommendations related to export reform and the impact that export controls have on US exporters. Aggregate data may be shared with the US Government.

The survey tool is anonymous and providing contact information in the survey response is optional. Responses should include only information that is not proprietary or business sensitive.

Responses should be entered into the survey by June 1, 2012. Please provide only one response per company. Link to survey:

Take the PECSEA Survey

For further information, please contact:
Stefanie Holland

Director, International Policy

U.S. Chamber of Commerce

1615 H Street, NW

Washington, DC 20062

Email: SHolland@uschamber.com

Phone: (202) 463-5552



Mid-Atlantic DEC Goes Up Close and Personal at “Meet the DEC”

On February 28, 2012, the Mid-Atlantic DEC was able to connect with the trade community at a business and personal level in a “Meet the DEC” event in Philadelphia. Organized with assistance from the Philadelphia USEAC, the “Meet the DEC” reception allowed companies and service providers in the export community to become acquainted with DEC members, the DEC mission and the tools offered through the DEC and Commercial Service. After the formal program, DEC members, CS clients and partners were able to network at a reception.

The event included the presentation of awards to DEC members for contributing leadership and business experience in support of the joint public/private export initiative. The event drew an esteemed audience including District Directors from both Senator Robert Casey’s office and Congressman Jim Gerlach’s office. DEC Certificates were presented to each new and renewed member by the District Director of Congressman Jim Gerlach’s office. This presentation was especially appropriate as Gerlach was recently appointed to serve on the President’s Export Council.



Margaret Gatti, Mid-Atlantic Chair and Kori Walters, District Director for Congressman Gerlach PA-06, present DEC Certificates to Michael Ford, Vice Chair (left) and Rebecca Faber, member (right).



The Mid-Atlantic DEC continued its success into March through an Export Compliance/ITAR Seminar at the Chemical Heritage Foundation, with the Philadelphia USEAC and BDP International. The seminar provided a beginner to intermediate level knowledge of export compliance and ITAR for exporters, freight forwarders, carriers, international trade consultants, attorneys, and those who support and advise exporters. DEC Chair Margaret Gatti, Vice Chair Michael Ford, and compliance attorney Mark Sullivan addressed approximately 35 attendees on export licenses, exemptions, and preparing agreements that meet ITAR standards, and the latest changes in the ITAR.

RECENT EVENTS

Export This! Road Show

Maryland/DC DEC

April 19, 2012

See Details [HERE](#)

US Export Controls Seminars

New Hampshire DEC

April 17-19, 2012

See Details [HERE](#)